

Amendments to and Listing of the Claims:

Please cancel claims 1 – 52 and add new claims 53 – 57 as follows:

1 – 52. (cancelled)

53. (new) A method of substituting advertisements based on the predicted duration of an ad break, the method comprising:

(a) receiving a video stream wherein the received video stream comprises a plurality of video frames;

(b) identifying a channel identifier associated with the video stream;

(c) determining fingerprints for the plurality of video frames in the received video stream;

(d) determining if a known advertisement is present in the received video stream by comparing at least one of the determined fingerprints with at least one of a plurality of stored fingerprints representing one or more advertisements;

(e) detecting the initiation of an ad break based on the determination in step (d);

(f) predicting a duration for the ad break based at least in part on the channel identifier; and

(g) substituting one or more advertisements for the video stream for at least part of the predicted duration of the ad break.

54. (new) The method of claim 53, further comprising:

(h) calculating a number of advertisements that can be presented within the predicted duration; and

(i) substituting the calculated number of substitute advertisements for the video stream.

55. (new) The method of claim 54, further comprising:

(j) calculating the remaining time in the ad break after the calculated number of advertisements has been substituted; and

(k) substituting an advertisement with a duration less than the remaining time in the ad break once the calculated number of advertisements has been substituted.

56. (new) The method of claim 55, wherein the advertisement with a duration less than the remaining time in the ad break is a series of still images.

57. (new) The method of claim 54, further comprising:

(j) delaying the received video stream in an amount of time approximately equal to the time for processing steps (c) through (e); and

(k) returning to the received video stream once the number of advertisements calculated in step (h) have been substituted.